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The rapid changes that have taken place globally on the economic, social and business fronts characterized the 20th century. The magnitude of these changes has formed an extremely complex and unpredictable decision-making framework, which is difficult to model through traditional approaches. The main purpose of this book is to present the most

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recent advances in the development of innovative techniques for managing the uncertainty that prevails in the global economic and management environments. These techniques originate mainly from fuzzy sets theory. However, the book also explores the integration of fuzzy sets with other decision support and modeling disciplines, such as multicriteria decision aid, neural networks, genetic algorithms, machine learning, chaos theory, etc. The presentation of the advances in these fields and their real world applications adds a new perspective to the broad fields of management science and economics. Contents: Decision

*Making, Management and
Marketing: Algorithms for Orderly
Structuring of Financial “Objects”
(J Gil-Aluja) A Fuzzy Goal
Programming Model for
Evaluating a Hospital Service
Performance (M Arenas et al.) A
Group Decision Making Method
Using Fuzzy Triangular Numbers
(J L García-Lapresta et
al.) Developing Sorting Models
Using Preference Disaggregation
Analysis: An Experimental
Investigation (M Doumpos & C
Zopounidis) Stock Markets and
Portfolio Management: The
Causality Between Interest Rate,
Exchange Rate and Stock Price in
Emerging Markets: The Case of*

*the Jakarta Stock Exchange (J
Gupta et al.) Fuzzy Cognitive Maps
in Stock Market (D Koulouriotis et
al.) Neural Network vs Linear
Models of Stock Returns: An
Application to the UK and German
Stock Market Indices (A
Kanas) Corporate Finance and
Banking Management: Experts
and Behaviour of Companies with
Regard to the Adequacy Between
Business Decisions and Objectives
(A Couturier & B Fioleau) Multiple
Fuzzy IRR in the Financial
Decision Environment (S F
González et al.) An Automated
Knowledge Generation Approach
for Managing Credit Scoring
Problems (M Michalopoulos et*

al.)and other papers Readership: Financial managers, economists, management scientists and computer scientists. Keywords: A series of papers on business, economics, and financial sciences, management selected from International Conference on Business, Economics, and Financial Sciences, Management are included in this volume. Management in all business and organizational activities is the act of getting people together to accomplish desired goals and objectives using available resources efficiently and effectively. Management comprises planning, organizing, staffing, leading or

directing, and controlling an organization (a group of one or more people or entities) or effort for the purpose of accomplishing a goal. Resourcing encompasses the deployment and manipulation of human resources, financial resources, technological resources and natural resources. The proceedings of BEFM2011 focuses on the various aspects of advances in Business, Economics, and Financial Sciences, Management and provides a chance for academic and industry professionals to discuss recent progress in the area of Business, Economics, and Financial Sciences, Management. It is hoped

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that the present book will be useful to experts and professors, both specialists and graduate students in the related fields.

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traditional managerial economics*

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books, while emphasizing the real decisions that today's managers face daily. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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An excellent book with thorough coverage for MA and BA classes, also very helpful for the students preparing for various competitive and professional

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examinations. 1. Nature and Scope of Business Economics, 2. Utility and Law of Diminishing Marginal Utility, 3. Demand and Law of Demand, 4. Elasticity of Demand and its Measurement, 5. Theory of Cost, 6. Production and Factors of Production, 7. Production Function, 8. Law of Return : Law of Variable Proportion, 9. ISO-Product Curve and its Characteristics, 10. Production Decision : Optimum Cost Combination, 11. Returns to Scale and Economies and Diseconomies of Scale, 12. Market : Concept and Types, 13. Perfect Competition (Price Determination of Equilibrium of

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Firm in Perfect Competition), 14. Monopoly and Price Discrimination, 15. Monopolistic Competition, 16. Duopoly and Oligopoly, 17. Theories of Distribution, 18. Wages, 19. Rent, 20. Interest, 21. Profit.

This edition is specially revised to cater to the changed syllabi requirements of business economics as per UGC model curriculum, and in the light of the new UGC's Choice Based Credit System (CBCS) syllabus for B.Com and B.Com (Hons.). The book is a recommended text by UGC in its model curriculum.

1. Famous Economist of India, 2
.Business Economics : Meaning,

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Nature and Scope, 3. Demand and Law of Demand , 4. Elasticity of Demand and its Measurement, 5. Theory of Cost (Short Run and Long Run Cost Curve), 6. Production Function , 7. Law of Return : Law of Variable Proportion, 8. Production Decision : Optimum Cost Combination, 9. Returns to Scale and Economics and Diseconomies of Scale, 10. Perfect Competition (Price Determination & Equilibrium of Firm in Perfect Competition), 11. Monopoly and Price Discrimination , 12. Monopolistic Competition, 13. Business Cycle , 14. Theories of Distribution , 15.

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chapter for quick recap • One

complete new chapter; several

new sections Some New

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‘ Why Demand Curve Slopes

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Path of Production ’ and

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Rate Determination ’ and

‘ Monetary Sector Equilibrium ’ •

‘ Current Foreign Trade Policy of

India ’ and ‘ Current Role of the

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Prescribed by National
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This book provides a complete and comprehensive coverage of the managerial economics syllabus of Gautam Buddh Technical University. It includes both, the basic microeconomics theories and some important

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students to test their own understanding of managerial economics. The book provides conceptual understanding of essential concepts in business life. It details the foundations of business economics with special emphasis on demand analysis and consumer behaviour. It also discusses analysis of production and cost of the firm, market structures and pricing of products, factor pricing and income distribution and

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concludes with the discussion of capital budgeting. Based on the author's extensive teaching experience, the book champions a collaborative approach to delivering an appropriate textbook that is curriculum relevant.

Business Economics by
Dr. Anupam Agrwal, Anju
Agarwal (eBook)(English)
Business Economics
Management 405
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Economics, and the
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author's applied and real-world orientation to concepts, problem-solving approach, straight forward and concise writing style, and comprehensive exercise sets. More than 100,000 students worldwide have studied from this text!

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Business, Economics, Financial Sciences, and Management

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economic analysis. (Part-1) reviews the established Concepts and Techniques before venturing into applications of business decisions. (Part-2) is designed for a thorough Microeconomic Analysis of Business Units. Macroeconomic Analysis forms the subject matter in Part-3. Keeping in mind, the latest developments in economic theory and the complex dynamics of the economic world, the author evaluates present day Business Ethics. Considering the growing spate of 'Economic Offences', in and around the world of business and government, the debate and discussion of this issue will certainly interest the readers (Part-4). Theory is substantiated by not only cases but also a monologue encompassing the

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current state of economics, economists and economies. The book aims to be a reference manual for the students of MBA, PGDBM, M Com, MBE, BBA, BBS, CA, ICWA and other courses related to management and business studies. In a highly competitive global market, companies need to equip themselves with best practices and strategies to survive. Strategic management, innovative managerial thinking, and a clear decision-making process must be utilized to boost company performance and ultimately drive the company's success. The Handbook of Research on Managerial Thinking in Global Business Economics identifies the importance of strategic decision making in competitive environments and

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analyzes the impacts of managerial thinking on global financial economics. The content within this publication examines globalization, consumer behavior, and risk management. It is designed for researchers, academicians, policymakers, government officials, and managers, and covers topics centered on innovation and development within organizations. Widely acknowledged, this popular and detailed text is a comprehensive treatise on Managerial Economics – both micro and macro-economic aspects. This text ensures a thorough understanding of core concepts before advancing to provide an expanded treatment of topics. It explains the economic environment and the impact on managerial

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decisions regarding price & output determination in different market structures followed by an account of the behaviour of individuals under conditions of uncertainty.

1. Managerial Economics : Meaning, Scope and Importance, 2. Role, Duties and Responsibilities of Managerial Economist, 3. Managerial Economics and Decision-Making , 4. Demand Analysis , 5. Elasticity of Demand, 6. Market-Structure, 7. Price Determination Under Perfect Competition, 8. Equilibrium of Firm Under Perfect Competition, 9. Monopoly, Discriminating Monopoly and Monopol Control, 10. Monopolistic (Imperfect) Competition, 11. Oligopoly, 12. Pricing Methods , 13. Nature and Measurement of Profit.

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Managerial Economics

Handbook of Research on

Managerial Thinking in Global

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Introduction to Managerial

Economics

Managerial economics, meaning the application of economic methods in the managerial decision-making process, is a fundamental part of any business or management course. This textbook covers all the main aspects of managerial economics: the theory of the firm; demand theory and estimation; production and

***cost theory and estimation;
market structure and pricing;
game theory; investment
analysis and government
policy. It includes numerous
and extensive case studies, as
well as review questions and
problem-solving sections at
the end of each chapter. Nick
Wilkinson adopts a user-
friendly problem-solving
approach which takes the
reader in gradual steps from
simple problems through
increasingly difficult material
to complex case studies,
providing an understanding of
how the relevant principles
can be applied to real-life***

situations involving managerial decision-making. This book will be invaluable to business and economics students at both undergraduate and graduate levels who have a basic training in calculus and quantitative methods. Managerial Economics, also known as business economics or Applied Microeconomics, helps in dealing with business decisions and management units effectively. This book discusses the theories and applications of Managerial Economics with the help of its various quantitative

techniques like operations research, mathematical programming, game theory for strategic decisions, and other computational methods.

Divided into 8 sections and 24 chapters, the book shows how conveniently one can find a solution to the business problems, such as Risk analysis, Production analysis, Pricing, Budgeting, Sales promotion and so on with Managerial Economics tools.

Section I analyses the economic behaviour of the consumers; Section II discusses producers' behaviour and issues related

to the production; Sections III, IV and V talk about markets and firms and their types. The concluding Sections VI, VII and VIII delve on the application part of Economics in human resource management, finance, marketing and strategy. The chapters are well-supported with the cases, figures and important facts. The book is equipped with pedagogical aids in the form of Summary, Glossary, Important Terms, Numerical Problems and Multiple Choice Questions. Intended for the postgraduate students of Management, the

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book will be equally beneficial for the practising Managers.

"This book begins by teaching managers the practical utility of basic economic tools such as present value analysis, supply and demand, regression, indifference curves, isoquants, production, costs, and the basic models of perfect competition, monopoly, and monopolistic competition. Adopters and reviewers also praise the book for its real-world examples and because it includes modern topics not contained in any other single managerial economics textbook:

oligopoly, penetration pricing, multistage and repeated games, foreclosure, contracting, vertical and horizontal integration, networks, bargaining, predatory pricing, -principal-agent problems, raising rivals' costs, adverse selection, auctions, screening and signaling, search, limit pricing, and a host of other pricing strategies for firms enjoying market power. This balanced coverage of traditional and modern microeconomic tools makes it appropriate for a wide variety of managerial economics classrooms. An increasing

number of business schools are adopting this book to replace (or use alongside) managerial strategy texts laden with anecdotes but lacking the microe-conomic tools needed to identify and implement the business strategies that are optimal in a given situation"--

1.Business Economics : Meaning, Nature and Scope, 2. Micro and Macro Economics, 3 .Basic Problems of an Economy, 4. Role of Price Mechanism : Market Equilibrium, 5. Demand and Law of Demand, 6 .Elasticity of Demand and its Measurement,

7. Production and Factors of Production, 8. Production Function, 9. Law of Return : Law of Variable Proportion, 10. ISO–Product Curve and its Characteristics, 11. Production Decision : Optimum Cost Combination, 12. Returns to Scale and Economies and Diseconomies of Scale, 13. Theory of Cost, 14. Market : Concept and Types, 15 .Perfect Competition (Price Determination & Equilibrium of Firm in Perfect Competition), 16. Monopoly and Price Discrimination, 17. Monopolistic Competition, 18. Oligopoly, 19. Theories of

***Distribution, 20. Wages, 21.
Rent, 22. Interest, 23 .Profit.***

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Elasticity of Demand and Its
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Pricing : Theories of Distribution,, 16

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DEMAND 4. ELASTICITY OF
DEMAND 5. DEMAND
FORECASTING 6. THEORY OF
COST (Short Run and Long Run Cost
Curve) 7. PRODUCTION FUNCTION
AND LAW OF VARIABLE
PROPORTION 8. EQUAL PRODUCT
CURVE ANALYSIS : OPTIMUM
COMBINATION OF FACTOR AND
EXPANSION PATH 9. RETURNS OF
SCALE 10. ECONOMIES OF SCALE
11. PRICE AND OUTPUT
DETERMINATION UNDER PERFECT
COMPETITION 12. PRICE AND
OUTPUT UNDER MONOPOLY 13.
PRICE AND OUTPUT UNDER
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COMPETITION 14. BUSINESS OR
TRADE CYCLE 15. THEORIES OF
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RENT 18. INTEREST 19. PROFIT

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Managerial Economics has assumed a predominant role in today's globalized and liberalized economy because of the financial implications of many decisions that a manager has to take in his day-to-day professional life. This comprehensive and student-friendly book strives to equip the young, practising and budding managers to find solutions to the real-world problems through the efficient and effective use of economic tools and techniques. The authors who admirably combine academic and

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professional experience give a clear and straightforward analysis of the various topics in managerial economics. The text begins with an overview of managerial economics and describes the modern business firm and its objectives along with the concepts of market mechanism, demand theory and production analysis. The text then moves further to explain managerial techniques, macroeconomic theory and international trade and finance along with the risks and uncertainties involved in business. Besides, it also explains the cost and revenue, supply, pricing, profit and investment analyses. Finally, this book discusses some important Case Studies to reinforce the concepts presented in the

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text. The third edition of the book comprises multiple choice questions (with answers) at the end of each chapter to test the understanding of the concepts discussed in the chapter. Besides, the objectives, strategies and initiatives of the twelfth five year plan (2012–2017) of Planning Commission as well as a new section on Replacement of Indian Planning Commission with NITI Aayog have been incorporated in the chapter on Macroeconomic Analysis. Intended as a text for postgraduate students of Management, Commerce and Economics, the book would also be useful for undergraduate engineering courses where Managerial Economics is offered. Finally, the book can be profitably used by marketing and

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Test, an all India level examination conducted for admission in 45+ Central Universities, Deemed Universities & Private Colleges like TISS. • The Book is divided into 2 Parts – A: Study Material; B – 10 Practice Mock Tests • Part A covers well explained theory in a ONE-LINER format which is easy to remember. • The Book is strictly based on the Class 12 syllabus and follows NCERT Books. • Part A is divided into 13 Chapters: • More than 2500+ questions for Practice with Hints & Solutions • Previous Paper of past 5 Years have been included chapter-wise for better understanding and to know the nature of actual paper. • Part B provides 10 Mock Tests on the newly released pattern of 50 MCQs (40 to be

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*attempted). • Detailed solutions are provided for all the Questions. Readers learn how to think analytically and make better business decisions as future business leaders with the insights found in **MANAGERIAL ECONOMICS: APPLICATIONS, STRATEGIES AND TACTICS, 14E.** This timely edition illustrates how today's effective managers apply economic theory and techniques to solve real-world everyday decision problems. The seasoned author team applies their wealth of practical business insights and economic knowledge to present a solid foundation of traditional microeconomic theory and extensively explore the latest analytical tools in managerial economics. Readers study*

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Nash equilibrium and other game-theoretic tactics, information economics, and organizational architecture. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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Ebook: Managerial Economics and Organizational Architecture

Mathematics; with Applications in Management and Economics

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